

Emergency Support Function (ESF) # 15

Public Information



Preface

Emergencies threaten life safety and may disrupt normal life. Rapid dissemination of information to the public is essential for protecting health and safety before, during and after emergencies and informing the public of the County's emergency response efforts.

Primary Agency

Milwaukee County Office of the Sheriff Public Information Officer
Milwaukee County Executive Public Information Officer

Milwaukee County, Wisconsin
Emergency Support Functions (ESF) # 15 – Public Information

Milwaukee County

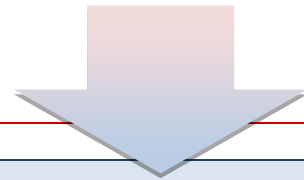
AGENCIES:

Primary

Milwaukee County Office of the Sheriff Public Information Officer
Milwaukee County Executive Public Information Officer

Support

American Red Cross
Commercial Print Media
Commercial Radio & Television Stations
Fire Departments
Law Enforcement Agencies
Milwaukee County Departments, All
Milwaukee County Executive
Milwaukee County Office of the Sheriff – Division of Emergency Management
National Weather Service
Public Health (Municipal)
School Districts
Southeast Wisconsin Media Security Reliability Council



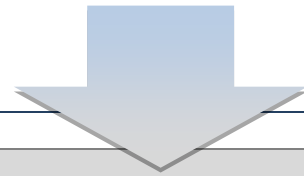
State of Wisconsin

Primary

- WEM – WI Emergency Management

Support

- WI DATCP – WI Department of Agriculture, Trade & Consumer Protection
- WI DHS – WI Department of Health Services
- WI DMA – WI Department of Military Affairs
- WI DNR – WI Department of Natural Resources
- WI DOT – WI Department of Transportation
- WI Governor's Office
- WI SLH – WI State Hygiene Lab



Federal

Primary

- Department of Homeland Security/Federal Emergency Management Agency

Supporting

- All

Likely Support Includes:

- Though the Joint Information Center (JIC), ensure the coordinated release of information.
- Coordinate federal actions to provide the required external affairs support to federal, state, tribal, and local incident management elements. Federal ESF # 15 integrates Public Affairs, Congressional Affairs, Intergovernmental Affairs, Community Relations, and the private sector under the coordinating auspices of External Affairs.
- Provide the resources and structure for the implementation of the federal Incident Communication Policy and Procedures (ICEPP).

Emergency Support Function (ESF) # 15

Public Information

PURPOSE.

1. To establish a system that gathers and disseminates emergency-related information through the media and directly to the general public. This does not include the Alert and Warning information covered in the Public Protection ESF # #2
2. Ensure that sufficient County assets are deployed to provide accurate, coordinated, and timely information to the public, the media, and local, state and federal governmental partners.

B. POLICIES.

1. It is the goal of the Milwaukee County to release timely and accurate emergency information to the public in a cooperative manner with the media.
2. Milwaukee County will coordinate emergency information releases with other Emergency Operations Centers (EOCs), and state/federal agencies.
3. The Public Information Officer (PIO) through the County Chief of Staff and/or EOC Emergency Management:
 - a. Manage all aspects of emergency public information through use of the Joint Information System.
 - b. Manage Milwaukee County Joint Information Center.

PRIMARY DEPARTMENT RESPONSIBILITIES/TASKS BY PHASE

**MILWAUKEE COUNTY SHERIFF PUBLIC INFORMATION OFFICER
MILWAUKEE COUNTY EXECUTIVE PUBLIC INFORMATION OFFICER**

Pre-Emergency	Work with the Division of Emergency Management to: <ol style="list-style-type: none">1. Maintain this Emergency Support Function (ESF).2. Develop and deliver public education preparedness programs.3. Prepare emergency information and instructions for release during emergencies.4. Develop, maintain system to release timely emergency information and instructions.5. Coordinate and maintain a working relationship with the media; particularly those who will disseminate emergency information to the public.<ul style="list-style-type: none">• List and maintain available media resources (call letters, names, address-
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PRIMARY DEPARTMENT RESPONSIBILITIES/TASKS BY PHASE**MILWAUKEE COUNTY SHERIFF PUBLIC INFORMATION OFFICER
MILWAUKEE COUNTY EXECUTIVE PUBLIC INFORMATION OFFICER**

	<p>es, and telephone numbers) that will disseminate emergency information to the public.</p> <ol style="list-style-type: none"> Establish a means to monitor and respond to rumors. Designate an information center that will be the single, official point of contact for the media during an emergency. Ensure ability to provide emergency information/instructions to hearing impaired and non-english speaking populations. Participate in drills, exercises. Develop emergency action checklists. Provide periodic tests of the emergency alert system.
Emergency	<ol style="list-style-type: none"> Public Information Officer (PIO): When notified, report to the County EOC or incident scene as appropriate. Activated by EOC to disseminate emergency information and instructions to the public.
Emergency Operations Center (EOC)	<p><u>PIO.</u></p> <ol style="list-style-type: none"> Staff the PIO position in the EOC. <ul style="list-style-type: none"> Brief EOC management and staff on procedures/rules to release public information. Assist with the dissemination of warning and emergency instructions. Prepare official emergency public information: <ol style="list-style-type: none"> Gather information. Verify information for accuracy. Monitor media reports. Gain appropriate approval. Provide emergency public information: <ol style="list-style-type: none"> Coordinate releases to public. Inform the public about disaster damage, restricted areas, protection and care for companion animals, farm animals, wildlife, and available emergency assistance. Issue official emergency instructions and information to the public through all available means. Establish communication links with local media. Respond to media inquiries. Monitor and respond to rumors. Schedule news conferences. Designate an information center where media representatives can be briefed, compose their news copy, and have telecommunications with their newspaper or station. Establish, maintain contact with State EOC and WEM Duty Officer: <ol style="list-style-type: none"> Coordinate emergency information efforts.

PRIMARY DEPARTMENT RESPONSIBILITIES/TASKS BY PHASE

**MILWAUKEE COUNTY SHERIFF PUBLIC INFORMATION OFFICER
MILWAUKEE COUNTY EXECUTIVE PUBLIC INFORMATION OFFICER**

- b. Participate in, coordinate with state and federal Joint Information Centers.
- 11. Maintain documentation: clip articles, log, and maintain list of releases sent.
- 12. Provide technical support to access TV cable system.
- 13. Gain appropriate approval.

Public Communications

- 1. Coordinate messages from the various response agencies and establish a Joint Information Center (JIC).
- 2. Gather information on the incident.
- 3. Provide incident related information through the media and other County sources to individuals, families, businesses, and industries directly or indirectly affected by the incident.
- 4. Use a broad range of resources to disseminate information.
- 5. Monitor the news coverage to ensure the accuracy of the information being disseminated.
- 6. Handle appropriate special projects such as news conferences and press operations for incident area tours.
- 7. Oversee the key function of media relations.
- 8. Establish a call center.
- 9. Identify and coordinate with the community leaders and neighborhood groups to assist in the rapid dissemination of information, identify unmet needs, and to establish an ongoing dialogue and information exchange.

Governmental Affairs.

- 1. Establish contact with the elected and appointed officials representing affected areas to provide information on the incident.
- 2. Be prepared to arrange an incident site visit for these officials and their staffs.
- 3. Respond to inquiries.

Division of Emergency Management.

- 1. Advises County Executive on when to disseminate emergency information/instructions to public.
- 2. Assist PIO with new releases and rumor control.
- 3. Liaison with other Regional Emergency Management Agencies and State EOC.
- 4. Activate public information activities as dictated by the situation.
- 5. Request activation of the EAS and NOAA Radio systems as required (EOC activation).
- 6. Activate Media Security Reliability Council (MSRC) as appropriate to provide emergency public information.
- 7. Maintain records of cost and expenditures to accomplish this ESF and forward

PRIMARY DEPARTMENT RESPONSIBILITIES/TASKS BY PHASE**MILWAUKEE COUNTY SHERIFF PUBLIC INFORMATION OFFICER
MILWAUKEE COUNTY EXECUTIVE PUBLIC INFORMATION OFFICER**

them to the EOC Finance/ Administration Section Chief.

Recovery Actions

1. Establish recovery media center to serve as a central point for distributing public information
2. Prepare and release information about the disaster incident to the news media, affected community citizens, response personnel and other agencies and organizations.
3. Coordinate press releases and bulletins with the state and federal Joint Information Center (if established).
4. Coordinate with federal Community Relation Teams. Maintain contact through the federal/state Disaster Field Office.
5. Keep government employees and citizens continuously informed about recovery issues and changes in the recovery process.
6. Ensure outreach to non-English speaking population.
7. Conduct community forums and workshops; Liaison with community organizations.
8. Publicize Redevelopment Plan Policies.

SUPPORT DEPARTMENTS RESPONSIBILITIES/TASKS**American Red Cross**

1. Assist with emergency information dissemination.

Commercial Print Media

1. Assist with emergency information dissemination.

**Commercial Radio &
Television Stations**

1. Assist with emergency information dissemination.

Fire Departments

1. Assist Public Information Officer (PIO) with information dissemination.

**Law Enforcement
Agencies**

1. Assist Public Information Officer (PIO) with information dissemination.
2. Provide security for the JIC and/or media briefing areas as necessary.

**Milwaukee County
Departments, All**

1. Coordinate with emergency operations related news releases emanating from other departments during the disaster and post-disaster time period should be coordinated with the Emergency Operations Center.
2. Provide personnel, equipment, supplies and other resources necessary to assist in the distribution of information including establishing the call center.
3. Provide advice on message content.

SUPPORT DEPARTMENTS RESPONSIBILITIES/TASKS	
Milwaukee County Executive	<ol style="list-style-type: none"> 1. Approves PIO news releases as appropriate.
Milwaukee County Office of the Sheriff – Division of Emergency Management	<ol style="list-style-type: none"> 1. Distribute approved information to the public using MyState USA, text messaging, email or other systems. 2. Assist the affected municipality with the release of public information. 3. Request the assistance of WEM or State EOC to activate the JPIC as necessary.
National Weather Service	<ol style="list-style-type: none"> 1. Activate NOAA Weather Radio Network as dictated by situation. 2. Activates NOAA Radio Network for non-weather regional emergencies.
Public Health (Municipal)	<ol style="list-style-type: none"> 1. Provide consultation, resource material, etc., related to: <ol style="list-style-type: none"> a. Emergencies caused by public health events including pandemic influenza, other emerging infectious diseases or acts of bioterrorism. b. Other emergencies that have the potential to threaten the public's health. 2. Distribute approved information to the public using text messaging, email or other systems.
School Districts	<ol style="list-style-type: none"> 1. Provide personnel, equipment, supplies and other resources necessary to assist in the distribution of information including assisting with the public information officer's duties. 2. Provide the EOC Public Information Officer with frequent updates as to the status of public information activities. 3. Distribute approved information to the public using text messaging, email, the schools web site or other systems.
Southeast Wisconsin Media Security Reliability Council	<ol style="list-style-type: none"> 1. Provide timely information from emergency management to the media and the public. 2. Provide for continuity of service of the broadcast stations, cable systems and news services (broadcast restoration). 3. Report to the County EOC as requested.
ATTACHMENTS	<ol style="list-style-type: none"> 1. Media Reliability Contact List. 2. Media Resource List (attached as a separate MS Excel worksheet).
REFERENCES	<ol style="list-style-type: none"> 1. News Media – Resources. 2. Milwaukee County Media Resource List.

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Attachment 1

NAME	NEWS CONTACT	NEWS PHONE (414)	NEWS FAX (414)	ENGINEER CONTACT	ENGINEER PHONE (414)	24hr PHONE (414)	MAIN BIZ PHONE (414)	ADDRESS	CITY
WITI - FOX 6	Jim Lemon	586-2160	586-2141	John Workman john.workman@foxtv.com	586-2302 313-5041 (c)	586-2321	355-6666	9001 N. Green Bay Rd	Milwaukee
WTMJ - Channel 4	Jim Cullen	967-5318	967-5378	Kent Aschenbrenner kent@journalbroadcastgroup.com	967-5204 852-5204(c)	967-5230	332-9611	720 E. Capitol Drive	Milwaukee
WCGV Channel 24		874-1895	874-1899	Dennis Brechlin dbrechli@sbgnet.com	874-1856 305-3906(c)	442-8077	442-7050	4041 N. 35th Street	Milwaukee
WVTV- Channel 18	Amy Jahns	874-1896	874-1899	Dennis Brechlin	874-1856 305-3906(c)	442-8077	442-7050	4041 N. 35th Street	Milwaukee
WDJT TV Channel 58	Herman Ward	607-8140	777-5802	Dan Dyer ddyer@cbs58.com	607-8162 788-3339 (c)	607-8156	777-5800	809 S. 60th St.	Milwaukee
WMLW Channel 41	Herman Ward	607-8140	777-5802	Dan Dyer	788-3339 (c)	607-8156	777-5800	809 S. 60th St.	Milwaukee
WYTU Channel 63	Herman Ward	607-8140	777-5802	Dan Dyer	788-3339 (c)	607-8156	777-5800	809 S. 60th St.	Milwaukee
WJJA – Channel 49	Herman Ward	607-8140	777-5802	Dan Dyer	788-3339 (c)	607-8156	777-5800	809 S. 60th St.	Milwaukee
WISN - Channel 12	Susi Quinones	937-3331	342-7505	Tony Coleman tcoleman@hearst.com	937-3375 702-0771(c)	342-3070	342-8812	759 N. 19th Street	Milwaukee
WMVS - Channel 10/36	Joe Bauer	271-1036	297-7536	Kevin Kukowski kukow-skk@matc.edu	297-7576 852-0720 (c)	297-7624	271-1036	1036 N. 8th St., 4th Floor	Milwaukee
WVCY – Channel 30	NA	935-3000	935-3015	Jim Cronin	935-3000		935-3000	3434 W. Kilbourn Ave	Milwaukee
WBWT – Channel 38				Dave Janzer djanzer@atswi.com	476-4200 477-0663 (c)			Bustos Media	Milwaukee
WPXE – Channel 55									
WWRS-Channel 52				Gary Wallace	920-387-9052				
WQBW / FM 97.3	Ken Herrera	545-8900	327-3200	Steve George SteveGeorge@clearchannel.com	545-8900 208-8396(c)	944-5430	545-8900	12100 W. Howard Ave	Greenfield
WOKY / AM 920	Ken Herrera	545-8900	327-3200	Steve George	545-8900	944-5430	545-8900	12100 W. Howard Ave	Greenfield
WMIL / FM 106.1	Ken Herrera	545-8900	327-3200	Steve George	545-8900	944-5430	545-8900	12100 W. Howard Ave	Greenfield

ESF # 15 PUBLIC INFORMATION
**Milwaukee County,
Wisconsin**

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WKKV / FM 100.7	Ken Herrera	545-8900	327-3200	Steve George	545-8900	944-5430	545-8900	12100 W. Howard Ave	Greenfield
WLTQ / FM 97.3	Ken Herrera	545-8900	327-3200	Steve George	545-8900	944-5430	545-8900	12100 W. Howard Ave	Greenfield
WISN / AM 1130	Ken Herrera	545-8900	327-3200	Steve George	545-8900	944-5430	545-8900	12100 W. Howard Ave	Greenfield
WRIT / FM 95.7	Ken Herrera	545-8900	327-3200	Steve George	545-8900	944-5430	545-8900	12100 W. Howard Ave	Greenfield
WXSS / FM 103.7	Mike Clemens	529-1250	529-2122	Christopher Tarr ctarr@entercom.com	445-0681(c)	425-4669	529-1250	11800 W. Grange Ave	Hales Corners
WMYX / FM 99.1	Mike Clemens	529-1250	529-2122	Christopher Tarr	445-0681(c)	529-1470	529-1250	11800 W. Grange Ave	Hales Corners
WSSP / AM 1250	Mike Clemens	529-1250	529-2122	Christopher Tarr	445-0681(c)	529-1020	529-1250	11800 W. Grange Ave	Hales Corners
WTMJ / AM 620	Jon Byman	967-5310	967-5492	Kent Aschenbrenner kent@journalbroadcastgroup.com	967-5204 852-5204(c)	967-5235	332-9611	720 E. Capitol Drive	Milwaukee
WKTl / FM 94.5		967-5339	967-5492	Kent Aschenbrenner	967-5204 852-5204(c)	967-5551	332-9611	720 E. Capitol Drive	Milwaukee
WKLH / FM 96.5	Carol Caine	978-9000	978-9001	Phil Longenecker	349-4130(c) plongenecker@milwaukeeadiogrp.com	978-9510	978-9000	5407 W. McKinley Ave	Milwaukee
WJYI / AM 1340	NA	978-9000	978-9001	Phil Longenecker	349-4130(c)	978-9472	978-9000	5407 W. McKinley Ave	Milwaukee
WJMR / FM 98.3	NA	978-9000	978-9001	Phil Longenecker	349-4130(c)	978-9530	978-9000	5407 W. McKinley Ave	Milwaukee
WHQG / FM 102.9	Carrie Wendt	978-9000	978-9001	Phil Longenecker	349-4130(c)	978-9520	978-9000	5407 W. McKinley Ave	Milwaukee
WJZX / FM 106.9	NA	978-9000	978-9001	Phil Longenecker	349-4130(c)	978-9540	978-9000	5407 W. McKinley Ave.	Milwaukee
WLUM / FM 102.1	Neil Robbins	771-1021		John Church jchurch@milwaukeekeeradio.com	771-1021 491-3882(c)	434-6199	771-1021	N72 W 12922 Good Hope Rd,	Me-nomonee Falls, WI 53051
WLDB / FM 93.3	Stan Atkinson	778-1933	771-3036	John Church	771-1021 491-3882(c)	434-6197	771-1021	N72 W 12922 Good Hope Rd,	Me-nomonee Falls, WI 53051

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WMCS / AM 1290	Keith Murphy	444-1290	444-1409	John Church	771-1021 491-3882(c)	444-6909	444-1290	N72 W 12922 Good Hope Rd,	Me- nomonee Falls, WI 53051
WYMS / FM 88.9	NA	475-8989	475-8989	Dave Janzer djanzer@atswi.com	476-4200 477-0663 (c)		475-8989	5225 W. Vliet St	Milwaukee
WUWM / FM 89.7	Marge Pitrof	270-1160	270-1151	Tom May tmay@uwm.edu	412-4252 (c)	270-1210	227-3355	161 W. Wisconsin Ave.	Milwaukee
WHAD / FM 90.7				Phil Mikalofsky Phil.Mikalofsky@wisconsin.gov	608-264-9805 608-575-0879 c		227-2040	111 E. Kilbourn Ave	Milwaukee
WGTD / FM 91.1				Dave Janzer djanzer@atswi.com	476-4200 477-0663 (c)		262-564-3062	3520 - 30TH Ave. Gateway Tech.	Kenosha
WMSE / FM 91.7	NA	277-7247	277-7149			799-1917		820 N. Milwaukee St	Milwaukee
WEZY / FM 92.1	Tom Karkow	(262) 634-3311	(262) 634-6515					4201 Victory Lane	Racine
WBWI / FM 92.5	NA	(262) 334-2344	(262) 334-1512					Box 33	West Bend
WIIL / FM 95.1	NA	(262) 694-7800					262-694-7800		Kenosha
WDDW / FM 104.7				Dave Janzer djanzer@atswi.com	476-4200 477-0663 (c)		607-1800	1138 S. 108 th St. West Allis	Pleasant Prairie
WKMZ / FM 105.3	NA	258-1700	266-5353	Dave Janzer djanzer@atswi.com	476-4200 477-0663 (c)		258-1700	135 S. 84 th St	Milwaukee
WVCY / FM 107.7	Gordon Morris	935-3000	935-3015	Andy Eliason			935-3000	3434 W. Kilbourn Ave	Milwaukee
WAUK / AM 540							273-3776	770 N. Jefferson St	Milwaukee
WNOV / AM 860	Ed Brown	449-9668	449-9945				449-9668	3815 N. Teutonia Ave	Milwaukee
WLIP / AM 1050		262 694-1050	262 694-7767					8500 Green Bay Ave.	Kenosha
WRJN / AM 1400		262 634-9756	262 634-6515						Racine
WBJX / AM 1460								2310 S Green Bay Rd,	Racine
WBKV / AM 1470	NA	(262) 334-2344	(262) 334-1512					Box 33	West Bend

ESF # 15 PUBLIC INFORMATIONMilwaukee County,
Wisconsin

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WRRD / AM 1510	Bill Johnson						273-3776	770 N. Jefferson St Milwaukee	Waukesha
WGLB / AM 1560		284-2666	284-2667				527-4365	900 e. Green Bay Road	Milwaukee
Time Warner Cable	Bev Greenberg	277-4190	908-0327	Shaz Sherer	277-4261	918-1912	277-4000	1320 N. Martin Luther King Jr. Drive	Milwaukee
Charter Cable	Bruce Wasleske	(715) 342-2539							
Associated Press	Gretchen Ehlke						225-3580	918 N. 4 th St	Milwaukee
WBA	Michelle Vetterkind						800-236-1922	44 E. Mifflin St.	Madison
MARS	Jack Lee						(262) 691-3707	P. O. Box 791	Pewaukee
EAS	Gary Timm		967-5298				967-5232	720 E. Capitol Dr	Milwaukee